IN THE CLAIMS:

Please amend Claim 101 as provided in the following Listing of Claims:

Listing of Claims:

Claims 1-100. (Canceled)

Claim 101. (Currently Amended)   A computer-implemented method, comprising:

receiving a first request by a content provider to be notified regarding an occurrence of an event, wherein the event is at least one of a request by a merchant for advertising space, a change in an offered price for an advertising space, and a change in a term or condition for an advertising offering;

receiving at least one of a request by a merchant for advertising space, a change in an offered price for an advertising space, and a change in a term or condition for an advertising offering;

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detecting the occurrence of the event, wherein the

occurrence of the event is automatically detected by a

processing device, wherein the processing device is capable of

servicing a plurality of merchants or is capable of detecting

the occurrence of events associated with a plurality of

merchants;

generating a first message containing information

regarding the event, wherein the first message is

automatically generated by the processing device in response

to the occurrence of the event;

transmitting the first message to a computer or a

communication device associated with the content provider;

receiving a second request, <u>wherein the second request</u>

<u>is transmitted from the computer or the communication device</u>

<u>associated with the content provider</u>, wherein the second

request is a request for information regarding an offer by a

merchant associated with the event ~~to create or establish an~~

~~affiliated marketing relationship or an advertising~~

~~relationship~~;

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generating a second message, wherein the second

message contains at least one of information regarding the

offer by the merchant to create or establish an affiliated

marketing relationship or an advertising relationship,

information regarding the merchant, and contact information

regarding the merchant, wherein the second message is

generated by the processing device;

transmitting the second message to the computer or the

communication device associated with the content provider;

receiving information indicating that the content

provider has accepted the offer by the merchant to create or

establish an affiliated marketing relationship or an

advertising relationship;

processing the information indicating that the content

provider has accepted the offer by the merchant to create or

establish an affiliated marketing relationship or an

advertising relationship between the merchant and the content

provider, wherein the processing device processes the

information indicating that the content provider has accepted

the offer by the merchant;

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storing information regarding the affiliated marketing relationship or the advertising relationship between the merchant and the content provider in a database or a memory device;

generating a third message containing information that the affiliated marketing relationship or the advertising relationship was created or established between the merchant and the content provider; and

transmitting the third message to a communication device or a computer associated with the merchant.

Claim 102. (Previously Presented) The computer-implemented method of Claim 101, wherein the computer-implemented method is performed on or over at least one of the Internet and the World Wide Web.

Claim 103. (Previously Presented) The computer-implemented method of Claim 101, wherein the first message is transmitted to the computer or the communication device associated with the content provider in real-time.

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Claim 104. (Previously Presented)   The computer-implemented method of Claim 101, further comprising:

transmitting information regarding an advertisement associated with the merchant to a computer associated with the content provider via at least one of the Internet and the World Wide Web.

Claim 105. (Previously Presented)   The computer-implemented method of Claim 104, wherein the information regarding an advertisement associated with the merchant includes a banner advertisement.

Claim 106. (Previously Presented)   The computer-implemented method of Claim 104, wherein the information regarding an advertisement associated with the merchant includes a logo or an icon.

Claim 107. (Previously Presented)   The computer-implemented method of Claim 104, wherein the information regarding an advertisement associated with the merchant includes a link to a computer or a web site associated with the merchant.

Claim 108. (Previously Presented) The computer-
implemented method of Claim 104, further comprising:

placing information regarding the advertisement
associated with the merchant on a computer or a web site
associated with the content provider.

Claim 109. (Previously Presented) The computer-
implemented method of Claim 101, further comprising:

determining a commission or a referral fee due to the
content provider pursuant to the affiliated marketing
relationship or the advertising relationship.

Claim 110. (Previously Presented) The computer-
implemented method of Claim 109, further comprising:

processing a payment of the commission or the referral
fee due to the content provider pursuant to the affiliated
marketing relationship or the advertising relationship.

Claim 111. (Previously Presented) The computer-
implemented method of Claim 101, further comprising:

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processing information regarding a web site or a link
visited, utilized, or navigated, by an individual or a user in
connecting to a computer or a web site associated with the
merchant.

Claim 112. (Previously Presented) The computer-
implemented method of Claim 101, further comprising:

storing information regarding a commission or a
referral fee earned by the content provider pursuant to the
affiliated marketing relationship or pursuant to the
advertising relationship.

Claim 113. (Previously Presented) The computer-
implemented method of Claim 101, further comprising:

storing information regarding a payment of a
commission or a referral fee to the content provider pursuant
to the affiliated marketing relationship or pursuant to the
advertising relationship.

Claim 114. (Previously Presented) The computer-
implemented method of Claim 101, further comprising:

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at least one of storing and providing information regarding a past success rate of an advertisement and a success rate of the content provider.

Claim 115. (Previously Presented) The computer-implemented method of Claim 101, wherein the third message is transmitted in an e-mail message.

Claim 116. (Previously Presented) The computer-implemented method of Claim 101, further comprising:

administering a financial account for the merchant or for the content provider.

Claim 117. (Previously Presented) The computer-implemented method of Claim 101, further comprising:

at least one of processing a financial transaction for the merchant or for the content provider, effectuating a payment from the merchant to the content provider, and receiving a payment on behalf of the content provider.

Claim 118. (Previously Presented) The computer-implemented method of

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Claim 101, further comprising:

processing information regarding a transaction pursuant to the affiliated marketing relationship or the advertising relationship;

generating a transaction notification report containing information regarding the transaction and a commission or a referral fee due the content provider; and

transmitting the transaction notification report to the computer or the communication device associated with the content provider.

Claim 119. (Previously Presented) The computer-implemented method of Claim 101, further comprising:

providing notification to the content provider of the occurrence of a transaction pursuant to the affiliated marketing relationship or the advertising relationship;

determining a commission or a referral fee due to the content provider as a result of the transaction; and

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effecting a payment of the commission or the referral fee to an account associated with the content provider.

Claim 120. (Previously Presented) The computer-implemented method of Claim 101, wherein the processing device services a plurality of merchants and services a plurality of content providers.

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